

ABSTRACT

From an MPEG image data (S11), an MPEG2 encoder circuit (51) extracts a quantum scale (Q_m) of each macro
5 block (MB) which has been used for quantization of the
MPEG2 in the encoding process. An activity calculation
circuit (53) calculates an activity (N_{act}), based on the
quantum scale (Q_m), A rate control circuit (54)
calculates a quantization parameter (QP) for each macro
10 block (MB), based on the activity (N_{act}).